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AWBid - Why should we care?

Key Strategic Questions

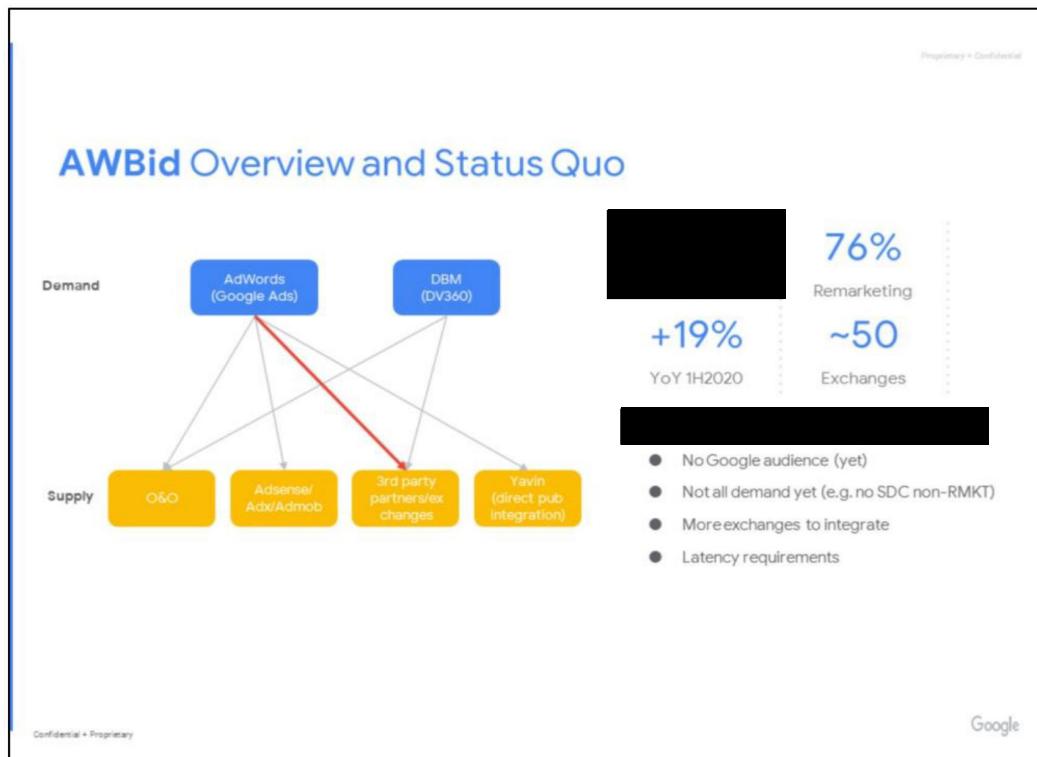
- Environment is changing; why do we buy on 3PE?
- Need to take another holistic view of the opportunities and gaps in 3PE buying
- How do we prioritize investments and coordinate efforts?

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RMKT %:

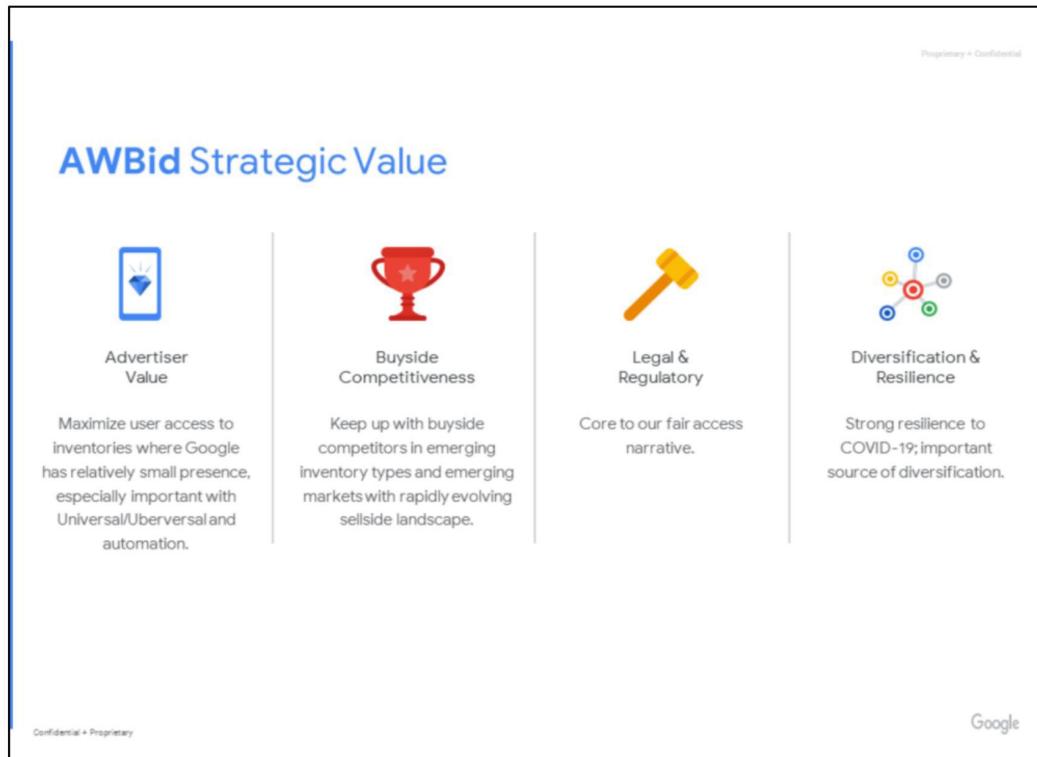
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RMKT %:

https://experiments.corp.google.com/#/portal/experiments/analysis?qs=04bc94855:eyIxljoAMgMiY29udGULYWRzliwiMwNbATkSAWEaMWYaMjSKA1igFRMyBopzCKQTM4piJIYyJdE4ojpbBRYAAotzQyXX2MCLQiiki3i7BwkLDXQPc19wdWJsaXNoZXKM9sYXRmb3Jtigi6ARYiiijCitAzCLWOI9LlxzoICgwOEF8Pdo13SNSNeNmNuN2N-OGMaOOLeOOOcUjpjrOjCO2O-PGMqPSM6MxyZ2WPpuZ190eXBkBi4IgY6MZDJAx1c4_I03N0izjBjokKkJkLjDNgctMjAxOTA4MTQwk_IAGjeTWTeTeTuT2UCUETGY8GJlkrHTAHcmWPhudZHRMxi8OTWVqSEiYWdnIUZ425WQEVINIPksinIDkwkgOJCBSXKQqO2SADBZUgSQeXaXeLaO-SN9A

Id	Date	Text	Proprietary + Confidential
1	08/14/2020 21:56:25	@ethanli@google.com does this 50 include both direct and indirect exchanges? It seems there is ~20 (18) direct exchanges live on AWBid (and with live traffic), and ~25 SSPs/Exchanges indirectly live through BidSwitch. @santoshkc@google.com @neillin@google.com to review/confirm. _Reassigned to Ethan Li_	
1	08/14/2020 21:56:25	Yes this is both direct and indirect.	





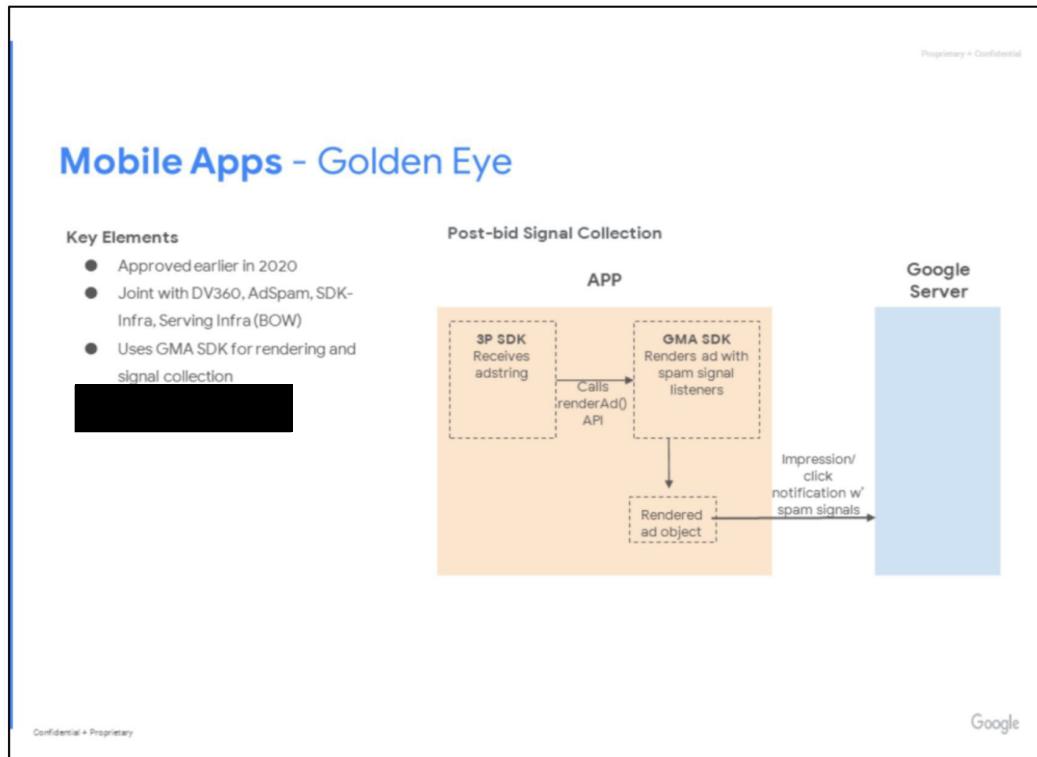
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AWBid Platform-wide Changes



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Mobile Apps - Golden Eye

Update

- Completed most internal Eng design;
- Implementing SDK changes and finalizing documentation;
- Currently engaging with the following partners with plans to expand to more:

mopub

Tapjoy

inmobi

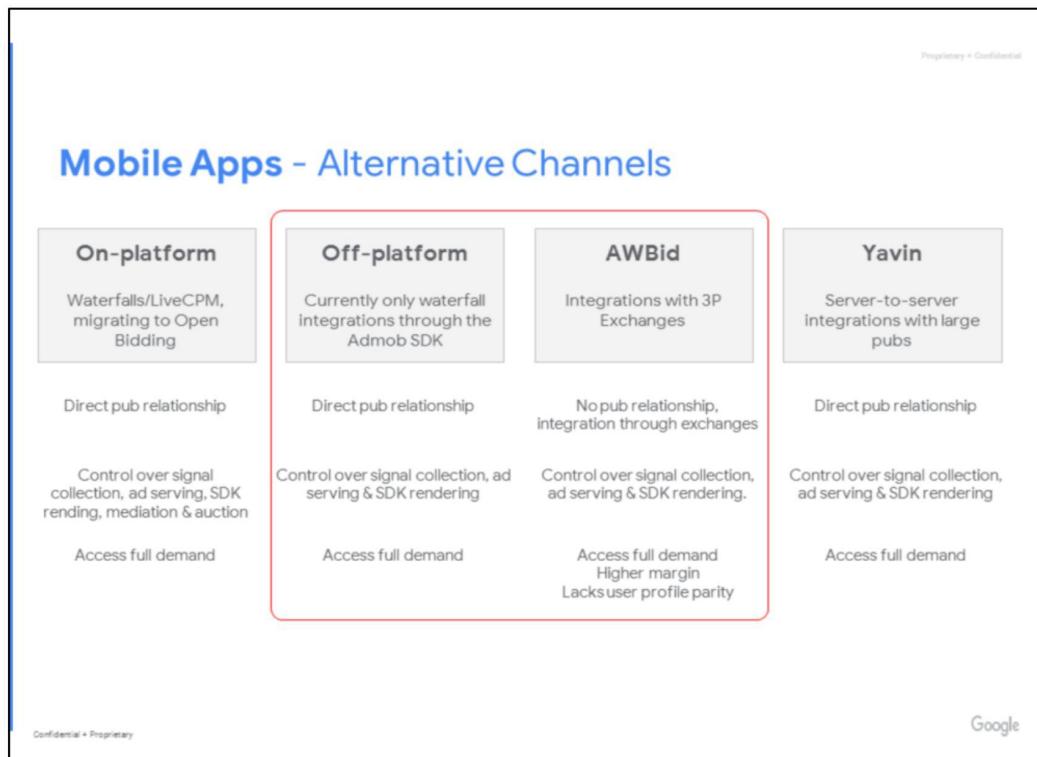
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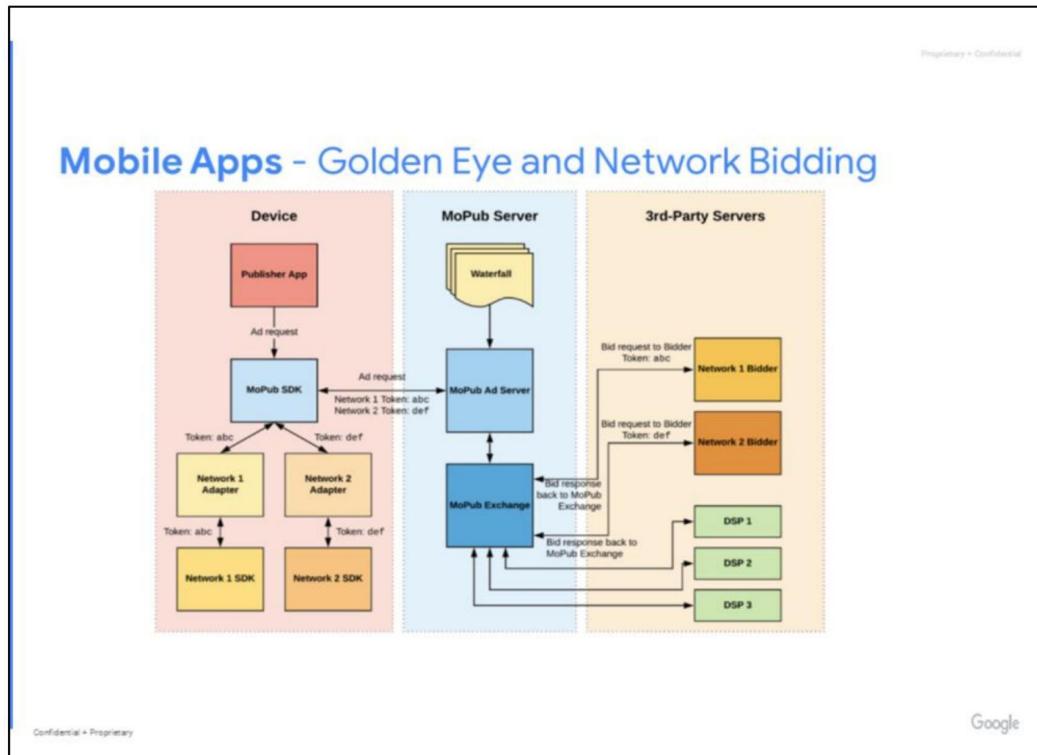
Key Asks

- Less constrained external messaging
- Been introducing ourselves as DV360 team
- Explicit approval to talk to more partners
- Chartboost, Nexage, SpotX, Millennial and Vungle, Applovin
- Prioritize UAC integration once the first major partners are integrated.

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1	08/14/2020 00:36:02	made some changes in one of copy here: https://docs.google.com/presentation/d/1dyGCSt4as4JZHA1N8xm1nHiHVwFMDhPuHuTYJQ9-T54/edit#slide=id.g7dbb670d19_0_0